



Development of Digital Marketing Management Through Websites and Social Media at Al-Furqon Vocational School

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Abstract

This study aims to identify and produce digital marketing management products through websites and social media at Al-Furqon Vocational School. The type of research is Research and Development (R & D) using the Borg & Gall development model with modifications to the research and development steps by Sugiyono consisting of potential and problems, data collection, product design, design validation, design revision, product testing, product revisions, and final products. The research subjects are admins and teachers at SMK Al-Furqon. Data collection techniques are literature study, interviews, and questionnaires. The instruments used are expert validation questionnaires and product trials. The data analysis technique used is quantitative descriptive analysis. The results showed that digital marketing management through websites and social media was feasible to be tested after being declared valid by design experts and material experts. The results of the assessment of the research subject stated that it was very good and feasible to use. Based on the results of the study, it can be concluded that digital marketing management through websites and social media has met the categories of validity, practicality, and efficiency so that it is suitable for use in Al-Furqon Vocational School.

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INTRODUCTION

The rapid development of the world of information technology causes the distance and the rate of information between producers and consumers of goods or services to be closer and faster. Users of communication services with the internet through several applications such as websites, Facebook, Instagram, WhatsApp and so on in the world of education marketing are increasing. Marketing in the world of education which includes methods, content and media is experiencing a combination of offline and online.

Educational marketing activities are one of the mandatory activities to maintain the sustainability of an educational institution, especially those with private status. Luminița (2009) said that this was done with various attractive strategies, including exploring the potential, uniqueness or characteristics that can be displayed according to the needs of the community, and bringing out the advantages and achievements of the school so that it is of interest to the wider community.

The use of information technology in educational marketing or known as digital marketing is very important considering that internet users in Indonesia are increasing. Digital marketing or digital marketing in Desain (2019) is all forms of disseminating information on a product or service through the digital world or the internet that can be reached by media, both television and internet connection and can be accessed via mobile phones.

According to Simon Kemp (2021), the trend of internet and social media users in Indonesia from a total population of 274.9 million in 2021 is as follows: (1) Unique mobile users are 345.3 million or 125.6% of the total population in Indonesia; (2) Internet usage 202.6 million or 73.7% of the total population in Indonesia; (3) Active social media users are 173 million 61.8% of the total population in Indonesia.

Al-Furqon Mranggen Vocational School which is located at Jl. Watunganten no 123 Tlogo, Mranggen District, Demak Regency has been running for 10 years, established in 2010. Based on the results of initial observations and direct

interviews, information was obtained that the marketing of education carried out at SMK Al-Furqon Mranggen was still done manually or offline. Most of the information on PPDB for schools was carried out by distributing brochures to the public and outreach to schools at the SMP/MTs level, both public and private, and placing banners on strategic roads. Several obstacles were found, including the costs required to print brochures and banners as well as the very high travel costs for socialization. Digital marketing run by schools is less than optimal, namely (1) There is no official school website, still using blogs; (2) there is no business page on Facebook social media or known as Facebook fans page; (3) There is no planning, management and evaluation or there is no good digital marketing management.

The potential possessed by Al-Furqon Mranggen Vocational School is the availability of a computer laboratory equipped with 20 computers connected to the internet and using its own wi-fi network. In addition to these facilities, HR or teachers and staff are used to operating computers and laptops and are very familiar with social media (Suratno et al., 2021).

Based on the description above, it can be concluded that the potential that is owned can overcome the problem of marketing education that occurs at SMK Al-Furqon Mranggen, it's just that this potential has not been used optimally. In accordance with the conditions at Al-Furqon Mranggen Vocational School, digital marketing management is needed through websites and social media to increase public attractiveness.

METHOD

This research is a Research and Development (R & D) research that uses a prototype as its development method. The purpose of research and development is to produce a product, either a new product or improving an existing product. This study aims to develop digital marketing management through websites and social media which aims to increase public attractiveness to Al-Furqon Vocational School.

The development model used is the Borg & Gall model, the procedure for developing digital marketing management through websites and social media consists of 10 stages, namely (1) problems and potentials; (2) data collection; (3) product design; (4) design validation; (5) design revision; (6) product trial; (7) product revision; (8) trial use; (9) product revision; and (10) mass production. It's just that in practice in the field it will be simplified into 8 (eight) stages because it is adjusted to the needs of the field and research.

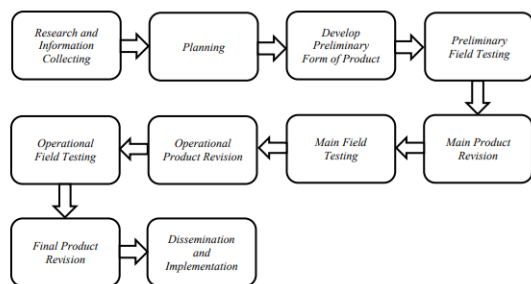


Figure 1. Procedure of R&D Steps

RESULTS AND DISCUSSIONS

The profile of Digital Marketing management product development through the website and social media at SMK Al-Furqon Mranggen begins with conducting initial observations and interviews with the aim of digging up information related to school marketing management and supporting equipment that can be used in the implementation of this research. Based on the results of initial observations obtained from online media searches, it is known that Al-Furqon Mranggen Vocational School (1) does not yet have an official school website; (2) Do not have a business fanpage page on social media accounts; (3) Not yet have an online PPDB system. After obtaining information from online media searches, preliminary observations and interviews were carried out with several resource persons at Al-Furqon Mranggen Vocational School.

The next step after collecting the required information is to collect data that can be used in developing Digital Marketing management through websites and social media at SMK Al-Furqon Mranggen. Data collection is carried out in 2 (two) ways, namely reviewing the data that aims

to analyse the data that needs to be entered and reviewing the supporting tools used to find out the tools needed to develop Digital Marketing management through websites and social media. After that, the process of designing products in the form of Digital Marketing management is carried out through the school's website and social media. This process starts with domain preparation, domain and web hosting purchases, website display settings, filling out material or content and creating a business fan page as a social media for SMK Al-Furqon Mranggen. Then the product that has been designed is validated by an expert validator consisting of a design expert who judges in terms of appearance and a material expert who provides an assessment in terms of content. In addition to validating the product, validation was also carried out on the instruments used at the product trial stage. Based on the validation results provided by design expert validators and material experts, it is stated that the assessment related to Digital Marketing through the website and social media of SMK Al-Furqon Mranggen is feasible to be tested.

There are suggestions from the two validators so that the appearance of the website is in accordance with the characteristics of SMK Al-Furqon Mranggen. These suggestions and inputs are corrected at the product revision stage. The revised sections include: (1) The header display must provide an overall picture of the content, which previously only described Islamic boarding schools after being revised to look more complete, namely vocational schools based on Islamic boarding schools. Seen there are students and there are also students who are practicing vocational; (2) Main menu order; (3) Integrated into one online PPDB link on the website and social media of SMK Al-Furqon Mranggen.

After the product revision was carried out, the product was then tested on research subjects consisting of 3 admins and staff and 10 teachers of SMK Al-Furqon Mranggen who then gave an assessment in terms of the practicality and efficiency of the product during use. Based on the results of product trials, the assessment given by the research subject is that Digital Marketing through the website and social media of SMK Al-Furqon

Mranggen has been feasible to use to increase public attractiveness.

The final product of this research is the development of Digital Marketing management through websites and social media at Al-Furqon Mranggen Vocational School which provides convenience in providing the information needed as well as fluency in conveying all the latest, accurate, fast and easy information in online PPDB. In addition to providing this convenience, the school can also monitor in real time registrants and website visitors and social media as material for evaluation and planning related to the PPDB strategy.

CONCLUSION

Development of Digital Marketing management through websites and social media at SMK Al-Furqon Mranggen through 8 stages, namely: (1) potential and problems; (2) data collection; (3) product design; (4) design validation; (5) design revision; (6) product trial; (7) product revision; and (8) the final product. The validation stage is assessed by 2 expert validators consisting of design experts and material experts. Product trials by research subjects, namely from admin/staff and teachers. The final product produced is in the form of Digital Marketing management through websites and social media that can be fully used by SMK Al-Furqon Mranggen. The resulting Digital Marketing module through the website and social media has been declared valid, practical, and efficient so that it is feasible to use. The validity of Digital Marketing management through the school's website and social media is based on validation by design experts and material experts. The two validators provide a percentage of assessment in the very good category. As for the practicality and efficiency of Digital Marketing management through the school's website and social media, it can be seen from the results of product trial assessments by research subjects. The research subjects consisting of admin/staff and teachers gave the percentage of assessment in the very good category. So it can be concluded that digital marketing management through the school's website and social media is suitable for use by SMK

Al-furqon Mranggen conclusion should be withdrawn on the basis of research findings, formulated concerns and research purposes. Conclusion is presented in one paragraph without numerical form of expression. Explain your research contributions to science

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